

WHAT IS CLAIMED IS:

1. An advertisement information processing system for processing advertisement information relating to various commodities, comprising:
 - 5 storage means for storing, in a mutually associated manner, display information and print information on the advertisement information relating to various commodities;
 - 10 advertisement display means, composed of a plurality of display means, for displaying the display information stored in the storage means;
 - 15 display control means for effecting a control to display one or more display information items stored in the storage means on said plurality of display means constituting the advertisement display means;
 - 20 a plurality of instruction means, provided in association with the plural display means constituting the advertisement display means, for individually instructing printing of the display information displayed on the display means;
 - 25 print control means for effecting, when printing is instructed by any one of the plural instruction means, a control to read out the print information and print out the print information, which corresponds to the display information displayed on the display means associated with the instruction means; and
- print means for printing the print information

controlled by the print control means.

2. An advertisement information providing system
according to claim 1, wherein said advertisement
display means is a display composed of a plurality of
5 liquid crystal displays or CRT displays provided on a
wall surface in an office.

3. An advertisement information providing system
according to claim 1, wherein said display control
means effects a control to display one or more display
10 information items stored in the storage means on the
plurality of display means constituting the
advertisement display means according to preset rules.

4. An advertisement information providing system
according to claim 1, wherein said display control
means effects a control to display one or more display
15 information items stored in the storage means on the
plurality of display means constituting the
advertisement display means in a time-division manner.

5. An advertisement information providing system
20 according to claim 1, wherein said display control
means effects a control to display the display
information stored in the storage means by varying
display rules, such as positions of the display means
used for display, time slots, time lengths, and the
25 number of times, in accordance with characteristics of
the commodity.

6. An advertisement information providing system

according to claim 1, wherein said display control means effects a control to display the display information stored in the storage means by varying display rules, such as positions of the display means used for display, time slots, time lengths, and the number of times, in accordance with a print history controlled by the print control means.

7. An advertisement information providing system according to claim 1, wherein said print means is a printer.

8. An advertisement information processing system for processing commodity information and advertisement information relating to plan commodities planned in advance, comprising:

storage means for storing commodity information relating to the plan commodities, and display information and print information serving as advertisement information relating to the plan commodities;

advertisement display means, composed of a plurality of display means, for displaying the display information serving as the advertisement information;

price control means for effecting a control to vary the price of the plan commodity in accordance with a variation in the commodity information stored in the storage means; and

display control means for effecting a control to

display price information controlled by the price control means and the display information that is stored in the storage means and serves as the advertisement information on the plan commodity on one or more of the display means constituting the advertisement display means.

9. An advertisement information providing system according to claim 8, wherein the display control means effects a control to display in real time the price information controlled by the price control means.

10. An advertisement information providing system according to claim 8, wherein the price control means varies the price of the plan commodity in accordance with an increase/decrease in the number of applications for the plan commodity.

11. An advertisement information providing system according to claim 8, wherein the price control means varies the price of the plan commodity in accordance with the number of applications for the plan commodity and a minimum necessary number for carrying out the plan commodity.

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25 12. An advertisement information providing system according to claim 8, wherein the price control means varies the price of the plan commodity in accordance with the number of applications for the plan commodity and the number of days up to a deadline of applications.

13. An advertisement information processing system for processing commodity information and advertisement information relating to plan commodities planned in advance, comprising:

5 acceptance means for accepting customer applications for the plan commodity and customers' proposed upper limit prices;

10 storage means for storing application information and proposed upper limit price information relating the plan commodity accepted by the acceptance means; and

determination means for determining whether the plan commodity is feasible or not, on the basis of the application information and proposed upper limit price information stored in the storage means.

15 14. An advertisement information providing system according to claim 13, wherein the determination means determines whether the plan commodity is feasible or not by comparing a minimum price for carrying out the plan commodity, which is calculated from the content of the plan commodity and the number of applications, and upper limit prices that are proposed by all of customers for the plan commodity and stored in the storage means, and when the plan commodity is not feasible, the determination means determines the acceptability/non-acceptability for each customer's participation on the basis of all customers' proposed upper limit prices for the plan commodity.

15. An advertisement information processing system for processing commodity information and advertisement information relating to commodities, comprising:

5 acceptance means for accepting a customer's request for the commodity;

generating means for generating a plan commodity according the request accepted by the acceptance means;

10 storage means for storing commodity information relating to the plan commodity generated by the generating means, and display information and print information serving as advertisement information relating to the plan commodity;

15 advertisement display means, composed of a plurality of display means, for displaying the display information serving as the advertisement information; and

20 control means for effecting a control to display the display information serving as the advertisement information relating to the plan commodity on the advertisement display means on the basis of the commodity information relating to the plan commodity that is stored in the storage means.

25 16. An advertisement information providing system according to claim 15, wherein the control means includes determination means for determining whether the plan commodity generated by the generating means is feasible or not, and display control means for

controlling display on the advertisement display means
in accordance with a determination result of the
determination means.